

ORDER



Orders
Order / Rev: 36968
Alt Order #:
Product Desc:
Estimate:
Flight Dates: 11/02/12 - 11/05/12
Original Date / Rev: 11/01/12 / 11/01/12
Order Type: GENERAL

WTVF

Primary AE: Political Political
Sales Office: WTVF
Sales Region: Local

Agency Name: Fletcher & Rowley, Inc-TN
Buying Contact:
Billing Contact:
 1720 West End Avenue, Suite 630
 Nashville, TN 37203

Billing Type: Cash
Billing Calendar: Calendar
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Darren Jernigan for State House
Demographic: A25-54
Product Codes: PO03
Priority: P5
Revenue Codes: AGY, POL, CAND

New Business Thru: 10/31/13
Order Separation: 00:30:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
11/01/12	11/05/12	8	\$3,540.00	\$3,009.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	8	\$3,540.00	\$3,009.00	0.00
Totals	8	\$3,540.00	\$3,009.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Political Political			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WTVF	11/02/12	11/05/12	M-F 5a-6a M-F 5a-6a	CM	5a-6a	M---F--	:30	1	\$420.00	P2	0.00	NM	2	\$840.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	----F--		1				\$420.00		0.00			
		Week: 11/05/12	11/11/12	M-----		1				\$420.00		0.00			
N 2	WTVF	11/02/12	11/05/12	M-F 9a-10a M-F 9a-10a	CM	858a-10a	M---F--	:30	1	\$350.00	P2	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----		0				\$0.00		0.00			
		Week: 11/05/12	11/11/12	M-----		1				\$350.00		0.00			
N 3	WTVF	11/02/12	11/05/12	M-F 10a-11a M-F 10a-11a	CM	10a-11a	M---F--	:30	1	\$450.00	P2	0.00	NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	----F--		1				\$450.00		0.00			
		Week: 11/05/12	11/11/12	M-----		1				\$450.00		0.00			
N 4	WTVF	11/02/12	11/05/12	Sun 930a-10a Sun 930a-10a	CM	930a-10a	-----S	:30	1	\$550.00	P4	0.00	NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S		1				\$550.00		0.00			
		Week: 11/05/12	11/11/12	-----		0				\$0.00		0.00			
N 7	WTVF	11/02/12	11/05/12	Sun CBS Sunday Morn 8M Su 8a-930a	CM	757a-930a	-----S	:30	1	\$800.00	P2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S		1				\$800.00		0.00			
		Week: 11/05/12	11/11/12	-----		0				\$0.00		0.00			

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 Flight Dates: 11/02/12 - 11/05/12

Advertiser: Darren Jernigan for State House
 Product Desc:
 Estimate:

WTVF

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 8	WTVF	11/02/12	11/05/12	Late Run Sun Various	CM	1120p-1220a -----S	:30	1	\$100.00	P5	0.00	NM	1	\$100.00
				Sun Various Late Run		(11:20 PM-12:20 XM)								
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S		1			\$100.00		0.00			
		Week: 11/05/12	11/11/12	-----		0			\$0.00		0.00			
Totals													8	\$3,540.00

Kiley Murphy

From: Denise Lawrence <deniselawrence@comcast.net>
Sent: Thursday, November 01, 2012 5:10 PM
To: Kiley Murphy
Subject: Re: jernigan

36968

Thanks!

Sent from my Verizon Wireless BlackBerry

From: Kiley Murphy <kmurphy@newschannel5.com>
Date: Thu, 1 Nov 2012 17:06:50 -0500
To: Denise Lawrence (deniselawrence@comcast.net)<deniselawrence@comcast.net>
Cc: Kati Bumgardner (kati@fletcherrowley.com)<kati@fletcherrowley.com>
Subject: jernigan

The spot in Sunday night late fringe (ordered 10:50-11:50) could run late due to football, so it's been scheduled 11:20p-12:20a.

Thanks!

NewsChannel 5
NETWORK

Kiley Murphy | National and Interactive Sales Manager
474 James Robertson Pkwy. | Nashville, TN | 37219
(t) 615.248.5337 | (c) 615.403.6316 | (f) 615.248.5207
www.NewsChannel5.com | facebook.com/NewsChannel5

In accordance with Paragraphs 49 and 50 of United States Federal Communications Commission Report and Order No. FCC 07-217, Newschannel 5 Network, LLC, will not discriminate in any contract for advertising on the basis of race or ethnicity, and all such contracts will be evaluated, accepted, negotiated, and completed without regard to race or ethnicity.

WTVF (CBS) 5 - NASHVILLE
 DARREN JERNIGAN FOR STATE HOUSE - TN DISTRICT 60
 Week 1: 11/2-11/6

36968

P4 - PREEMPT PRIOR TO INVOICE / SUGG SELLING LEVEL - 4th QTR CARD										
PROGRAM	DAYPART	Tue 10/30	Wed 10/31	Thu 11/1	Fri 11/2	Sat 11/3	Sun 11/4	Mon 11/5	Tue 11/6	TOTAL COST
M-F MORNING REPORT	5-6A				1			1		\$840.00
M-F RACHEL RAY	9-10A				1			1		\$700.00
M-F PRICE IS RIGHT	10-11A				1			1		\$900.00
SUN CBS SUNDAY MORN	8-9:30A						1			\$550.00
SUN FACE THE NATION	9:30-10A						1			\$550.00
GROSS		0	9.2	27.4	9.5	26.3	43	36.9	8	\$3,540.00
AGENCY DISCOUNT (-15%)										\$531.00
NET TO STATION										\$3,009.00

1x Letterman @ 8:30 PM JERNIGAND1203H "Hateful Attacks HD" 100% 1
 1x Sat 10:35P @ 1250 PM 1

Kiley Murphy

From: Denise Lawrence <deniselawrence@comcast.net>
Sent: Thursday, November 01, 2012 1:01 PM
To: Kiley Murphy
Cc: 'Kati Bumgardner'
Subject: RE: Jernigan Add to schedule

Cool! Thanks!

From: Kiley Murphy [<mailto:kmurphy@newschannel5.com>]
Sent: Thursday, November 01, 2012 12:53 PM
To: Denise Lawrence
Cc: 'Kati Bumgardner'
Subject: RE: Jernigan Add to schedule

OK... and I bought a Sun 1050P CSI: Miami with the \$100.

OK?



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From: Denise Lawrence [<mailto:deniselawrence@comcast.net>]
Sent: Thursday, November 01, 2012 12:31 PM
To: Kiley Murphy
Cc: 'Kati Bumgardner'
Subject: RE: Jernigan Add to schedule

Kiley,

Candidate really wants to be in CBS Sunday morning so move that rate to \$800 and cancel 1x Rachel Ray @ \$350. By my count that leaves \$100 – do you have a home for that?

From: Kiley Murphy [<mailto:kmurphy@newschannel5.com>]
Sent: Thursday, November 01, 2012 12:11 PM
To: Denise Lawrence
Cc: 'Kati Bumgardner'
Subject: RE: Jernigan Add to schedule

SO at CBS Sunday Morning, will take \$800 to clear.

I propose this MG:
1x Letterman \$300
1x Sat 1035-1135P (CSI:MIAMI) \$250



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From: Denise Lawrence [<mailto:deniselawrence@comcast.net>]
Sent: Thursday, November 01, 2012 11:47 AM
To: Kiley Murphy
Cc: 'Kati Bumgardner'; deniselawrence@comcast.net
Subject: Jernigan Add to schedule

Attached find a small add to schedule for Darren Jernigan

Checks are being couriered now

Insertion instructions are

JERNIGAND1203H "Hateful Attacks HD" 100%

Denise Lawrence
Media Placement
Fletcher Rowley Consulting
1720 West End Avenue
Suite 630
Nashville, TN 37203

deniselawrence@comcast.net
www.fletcherrowley.com

615-419-2271 (Direct)
615-329-9559 (O)
615-329-9633 (F)

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

Darren Jernigan

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Coleman Start

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

11/1

Katibumzamen

To Be Signed By Station Representative

☐ Accepted

☐ Approved

☐ Signed

Signature

Printed Name

Date

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)



FEDERAL CANDIDATE



STATE/LOCAL CANDIDATE

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:

Date:

WTVF

11/1

I, _____

Kati Bumgardner

being/on behalf of: _____

Darren Ternigan

a legal

qualified candidate of the _____

Democrat

political

party for the office of: _____

TN State House 60

in the _____

General

election to be held on: _____

11/6

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
Attached					

Total Charges:

3540.00